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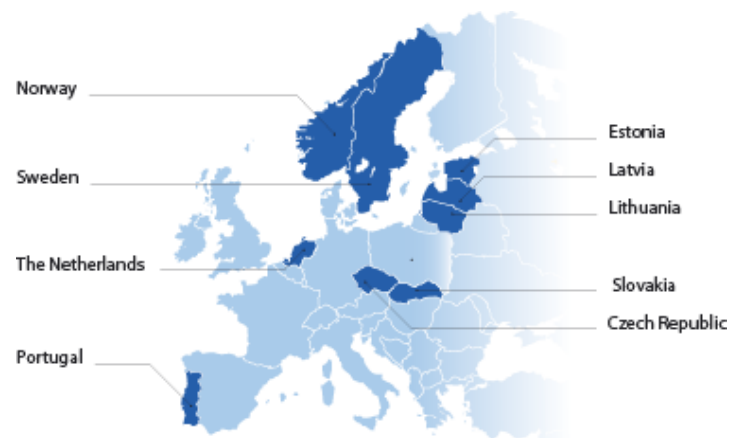
Seafood Ecolabelling – Next steps from the retail perspective

Aldin Hilbrands (M.Sc.)
Senior Manager Product Integrity
Corporate Responsibility

Future Environmental Labelling of Seafood
Copenhagen
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Ahold network



United States

Giant-Carlisle,
170 stores, €3.2 bn



**Stop & Shop/
Giant-Landover,**
560 stores, €11.7 bn



Europe

The Netherlands,
1,850 stores, €9 bn



Czech & Slovakia,
325 stores, €1.8 bn



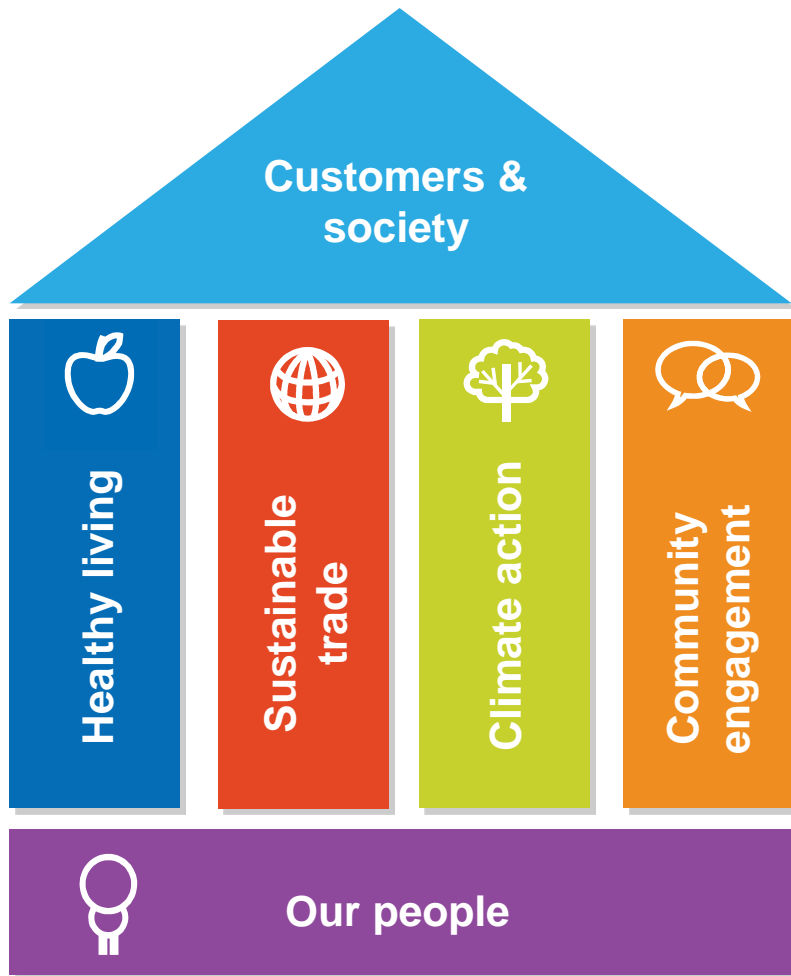
**Sweden, Norway &
the Baltic states,**
2,220 stores, €9.5 bn



Portugal,
356 stores,
€1.9 bn



Corporate Responsibility at Ahold



Sustainable trade



- Food & Non-Food Safety
- Social Accountability
- Environmental Issues
- Compliance with third-party verified auditable standards

Setting Objectives

Our objective is to make it easier to choose a healthier lifestyle by offering an inspiring and affordable selection of quality products and services

Wherever we operate, we are working to improve our ecological footprint and making our operations more efficient



We are building sustainable supply chains founded on our conviction that economic success should be balanced with social and environmental responsibility

We work to be active, contributing members of society, supporting the communities we serve



Objectives for Sustainable Trade

- **Product safety**: Providing safe products to customers in all our markets is non-negotiable. It is the foundation for helping to safeguard our customers' health and wellbeing.
- **Responsible sourcing**: We take steps to ensure that our suppliers respect the rights of their workers and provide safe working conditions while at the same time preserving the environment.
- **Buying close to home**: buying locally can be good for the environment and help communities and small and local businesses to develop.

Shared ambitions

B-to-B Certification Initiatives

- Define minimum third-party certification requirements for corporate brand suppliers in the areas of
 - **Food safety incl. traceability**
 - **CSR issues are included in a very limited way but are becoming increasingly important**
- Not communicated to the consumer since it is non-competitive and designed to create “level playing field”
- Examples include GFSI standards for food safety management either pre-farm gate or post-farm gate

GLOBALG.A.P.

The Global Partnership for Good Agricultural Practice



A commitment to safe, quality food.

B-to-C Certification Initiatives

- Define minimum third-party certification requirements for corporate brand suppliers in the areas of e.g.:
 - **Sustainability (ecological, economical or social)**
 - **Animal welfare**
- Provide the possibility of communication to the consumer through use of a label connected to a product claim on e.g. sustainability
- Examples include the MSC, Fair Trade and RSPCA

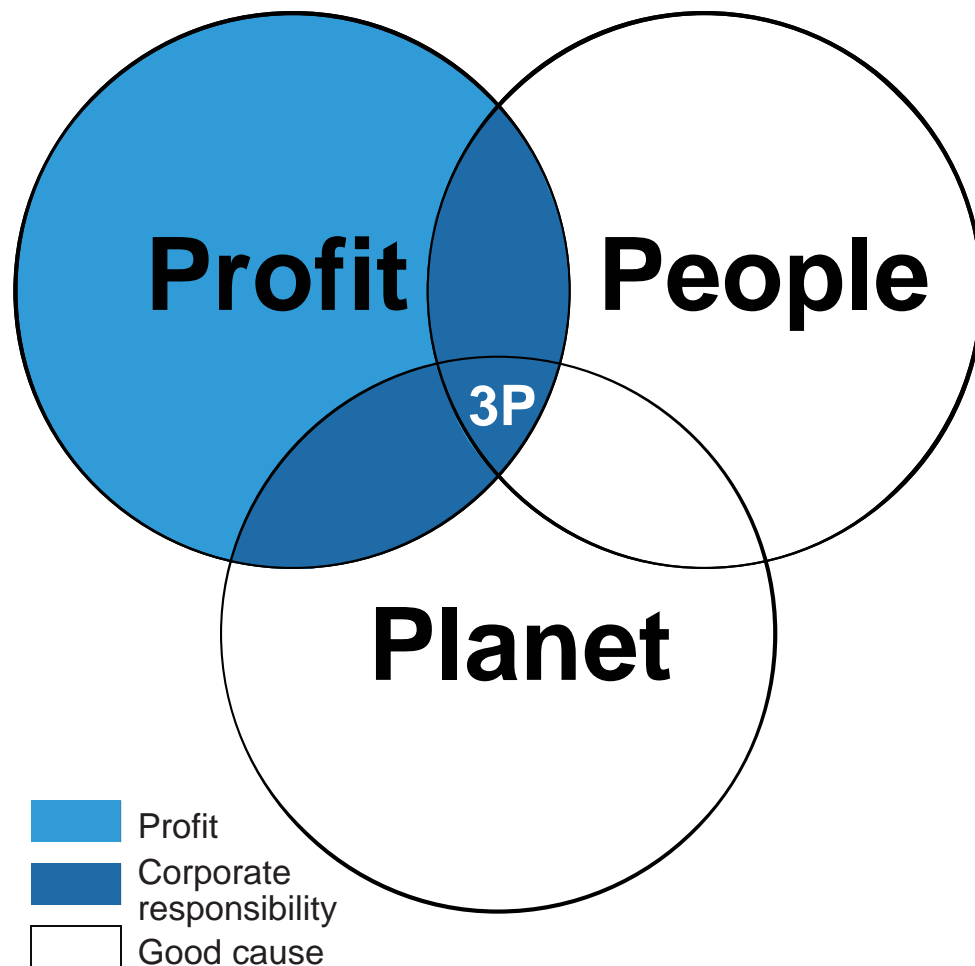


- Note: Albert Heijn Puur & Eerlijk to make sustainable choices easier

Ahold's Engagement

- GlobalG.A.P. Sector Committee Aquaculture (Chair)
- WWF Aquaculture Dialogues (retail member)
- Common Vision for Sustainable Seafood (retail signatory)
- FMI Working Group on Sustainable Seafood (Chair)
- Marine Stewardship Council (retail member)
- Partnerships with World Wildlife Fund, New England Aquarium and Shedd Aquarium
- Business Social Compliance Initiative (Board member)
- Aquaculture Stewardship Council (supporting its development)

The Ahold Approach to Seafood Sustainability



Objective:
to create
responsible
profit

Rules for Sourcing and Sales of Seafood

1. **Legality** – Never knowingly buy illegal seafood
2. **Objective Assessment** – Purchase and sales (or prohibition of sales) decisions are based on objective assessment of triple P criteria
3. **Continuous Improvement** – Suppliers are selected and monitored based on demonstration of continuous improvement in the sustainability of their operations
4. **Labelling** – Seafood will be labelled with appropriate information to enable our customers to make informed buying decisions
5. **Promotion** – Sustainable seafood will be actively promoted

Rules for Sourcing and Sales of Seafood (cont'd)

6. **Cooperation** – We are involved in activities with other stakeholders involved to improve the sustainability of the seafood produced
7. **Research** – Scientific research linked to the sustainable production of seafood is needed and supported
8. **Traceability** – To ensure product integrity, the implementation of traceability systems is of crucial importance
9. **Ethics** – We will not do business with suppliers who cannot fulfil their ethical and/or sustainability responsibilities
10. **Communication** – Inform stakeholders about efforts made to improve seafood sustainability

B-to-B Standards

Ahold

- Fisheries: New England Aquarium ChoiceCatch program or SCA Methodology for Aquaculture and Fisheries
- Aquaculture: GlobalGAP Aquaculture and/or GAA

Need

- Industry-wide, harmonised standard (agreed with NGOs) to measure environmental performance leading to recognised B-to-C certifications i.e. exit strategy for consumer pocket guides
- Example is the **Sustainability Consortium** which is an independent organization of diverse global participants who work collaboratively to build a scientific foundation that drives innovation to improve consumer product sustainability (environmental, social and economic imperatives).



B-to-C Standards

Ahold

- Fisheries: MSC certification
- Aquaculture: AD standards and ASC (probably)

Need

- Industry-wide, recognition system to confirm compliance with FAO Guidelines for Ecolabelling of Fisheries Products / Aquaculture (latter in progress)
- Example is the new **Consumer Goods Forum** project aiming at the establishment of a platform for benchmarking of seafood ecolabels based on the success of the current GFSI program (“Once certified, Accepted everywhere”).



Content of ecolabels

1. Should primarily focus on ecological impacts:

- Difficult enough
- Social accountability difficult to verify (special expertise needed) and ILO compliance is unrealistic
- Other attributes (such as carbon footprint) need a supply chain approach to determine optimal intervention strategy

2. Revision of standards depends on:

- Publication of new scientific evidence on impacts and resulting scientific consensus
- Emerging consensus between industry/NGOs/public on perceived impacts (non-scientific issues)

Conclusions

- Ensure sustainability is not a luxury in your business
- Focus will be on social accountability besides ecological impact
- Reduce ecolabel 'noise' to level playing field through benchmark platform for sustainability standards
- Better alignment of industry incentives, audit standards/processes and honest/transparant product claims
- Improve on joint industry initiatives related to non-competitive issues such as legislation (e.g. CFP revision), IUU fishing, etc.

Thank you!!!



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WE MAKE IT EASY TO CHOOSE THE BEST